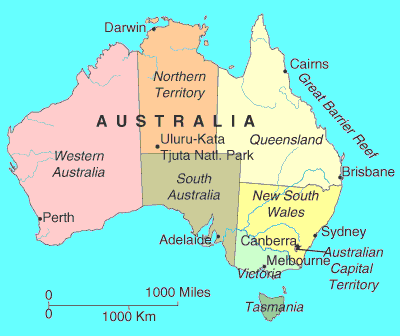
How to Sell Australia



**Moderation Task One – Foundation English 2012**

1. You are to spend three lessons studying advertising and personally reflective writing.
2. You are to view the segment on Australian tourism from episode One, season two of *The Gruen Transfer* twice*.* Take notes during the segment including, but not limited to: What was shown, what was left out, what you would have included, humour, language use, assumed knowledge of Australia and types of Australians shown.
3. You are given one hour to respond to the following question:

‘Compare and contrast the two advertisements examined in The Gruen Transfer. Why do you believe the ad featuring Paul Hogan ‘I’ll throw a shrimp on the barbie for you’ was much more successful than the ad directed by Baz Luhrmann ‘where the bloody hell are you’ at attracting overseas visitors? How do the different natural features and attractions in different Australian States make the image selection difficult for the creation of an ad that represents Australia as a whole? If you were to include three images for an international tourism advertisement for Australia, what would you choose and why?’

n.b. - Remember to include personal experiences/references in your response.

This task will be assessed on the following criteria:

2. Demonstrate understanding of self and the world through composing and responding to texts.

1. Demonstrate understanding of how values and experiences shape the construction and interpretation of texts.

7. Compose and craft a range of texts for different purposes and audiences.